



Title: EXECUTIVE DIRECTOR OF COMMUNICATION

Department: Communication

Status: Full-Time

FLSA: Exempt

Salary: \$

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## POSITION OVERVIEW

Works collaboratively with the city executive team to develop and implement communication and public affairs strategies to broaden the impact of the City's work, as well as oversees the Communication/Marketing division.

## ESSENTIAL DUTIES

- Develops and is accountable for organizational messaging and delivery. Manages internal and external communication.
- Creates, implements and evaluates comprehensive communication and marketing plans for the City.
- Manages all aspects of media relations through the development, contact, distribution and tracking of news media relation activities. Lead strategy development, story pitching, fact checking, reporter targeting and results packaging. Seeks op-ed opportunities. Trains and prepares various subject matter authorities for media and presentation delivery. Builds and maintains on-going relationships with relevant media, bloggers and press secretaries.
- Develops a comprehensive and consistent strategy for public affairs efforts. Works to ensure broad alignment with and usage of positioning throughout the organizations, helping to provide a consistent framework for public affairs communications.
- Assists the Assistant to the City Manager/Public Information Officer in developing insights and monitoring key stakeholder opinions on issues affecting the City. This will help the organization understand its reputational risk profile and better identify ways to either lower it or mitigate the impact of those risks.
- Assists the Assistant to the City Manager/Public Information Officer in creating, maintaining, and updating the crisis management plan and crisis communication procedures. Addresses negative press and social media postings.

- Develops content to articulate and advance City positions. This includes media materials, talking points, questions & answers, speeches, presentations and other related materials. Proofreads all external documents from other departments, ensuring messaging is not only grammatically correct, but also aligned with City objectives.
- Develops, implements and maintains social media and the online engagement strategy. Develops and maintains copy for the Website. Works with others to ensure style is consistent and professional.
- Manages planning and implementation of press and organizational events.
- Manages the communication channels, including content curation and operation of the City's Public, Educational, and Government access channel, to ensure that information is timely and reports are properly communicated to stakeholders.
- Ensure that the website professionally and properly reflects accurate information. Complete audit of website in an effort to make improvements and find efficiencies within the communication processes.
- Manage and participate in public facing events in an effort to professionally represent the City through applicable media tools that properly keep the citizens up to date on City events.
- Performs other duties as assigned.

PRINCIPLES OF POSTIVE CUSTOMER SERVICE

This position requires providing excellent customer service by building positive relationships with the public, vendors, and co-workers.

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Printed Name